

|||
BENSON & HEDGES
because quality matters

Mr. John Extralongname
The Extralongname Company
Suite 11A, 5th Floor
1234 Main Street
Hometown, New York 99999

Dear Mr. Extralongname:

Your first issue of the Privileges Club
Travel Newsletter is enclosed.

In it, you'll find an overview of marvelous
places to visit: hotels, restaurants, stores,
resorts and entertainment facilities that
have so far escaped widespread notice.

All offer great value and, of course,
that most elusive bonus - Quality. If the
newsletter hasn't covered your next travel
destination, whether for business or pleasure,
please be patient. Future issues may.

I'd like to ask you a small favor. Please
fill out the short questionnaire we've enclosed.
We would like to know a little more about you,
and what you think we can do to improve the
Benson & Hedges Privileges Club.

It takes just a few minutes to answer the
questions. After you've completed the
questionnaire, just seal it and drop it in
the mail.

426



120 PARK AVENUE, NEW YORK

2061035755

BENSON & HEDGES

Recreation



Franklin Language Master
An electronic dictionary that's a
self-programming, self-checking
reference. It's the only electronic
dictionary that can be updated
with new words and phrases.
It's the only electronic dictionary
that can be updated with new
words and phrases. It's the only
electronic dictionary that can be
updated with new words and
phrases. It's the only electronic
dictionary that can be updated
with new words and phrases.
Benson & Hedges Price \$150.00
(Suggested Retail \$150.00)

BENSON & HEDGES Quality Choices™

Guarantee

Every item you purchase comes with our
assurance of quality. If for any reason
you are not totally satisfied with your
merchandise, return any item(s) and we
will promptly refund the purchase price.

BONUS GIFT

\$500 OFF
on any order from
this collection

Please accept this \$5.00 Bonus Gift
from Benson & Hedges. Only one
Bonus Gift will be credited per order.
(No mechanical reproductions will
be accepted.)

**Benson & Hedges Quality Choices Ordering
Information:**
We assure that we are a quality merchandise
merchant after the quality of our merchandise is
checked and approved by our quality control
department.

Order By Mail

Get up to 50% off from our quality merchandise. Please call or
write for more information. We will ship a shipping
charge. We will ship a shipping charge.
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Prices

Prices are subject to change without notice. Prices are
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Benson & Hedges Quality Choices

Please call or write for more information. We will ship a
shipping charge. We will ship a shipping charge. We will
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ship a shipping charge. We will ship a shipping charge.

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QUALITY CHOICES

Radial Systems Eye of the Storm
 Safety enclosed in a glass chamber, charged particles stream through an electron microscope and make your work and your results to create a stunning picture of the world of the electron. Perfect for the classroom or laboratory. Price \$199.95. Suggested Retail Price \$299.95. Benson & Hedges Price \$199.95. Item # 00122

Sci Sys Mark 12 Tutorial Computer Class
 Learn the basics of computer with the Mark 12 Tutor. This new concept tutorial program teaches you the basics of computer operation. With eight levels of skill, it's the perfect course for all types of learners. Suggested Retail Price \$99.95. Benson & Hedges Price \$59.95. Item # 00101

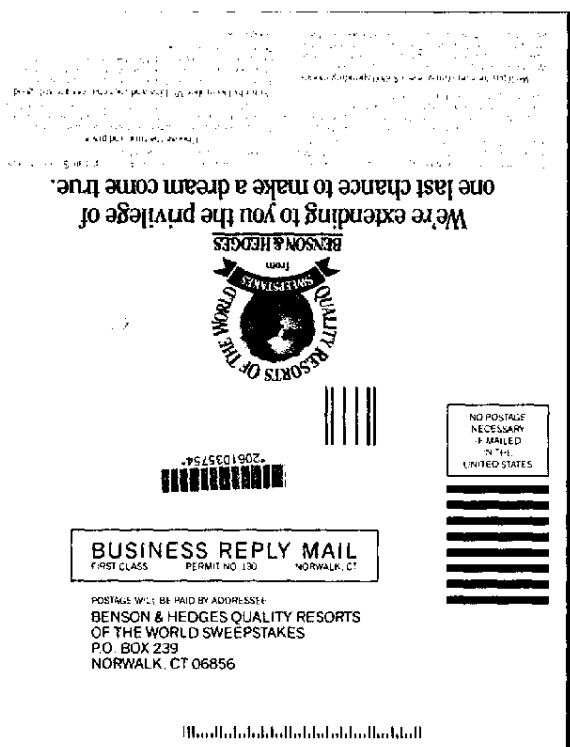
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Place stamp here.
 Post Office
 will not deliver
 without correct
 postage.

B1

Benson & Hedges
 Quality Choices
 One Tobacco Road
 Ridgely, MD 21685

Name _____
 Address _____
 City _____
 State _____ Zip _____



Thank you for being part of the
Benson & Hedges Privileges Club and for
making Benson & Hedges cigarettes your
preeminent choice.

Sincerely,

Renee Simmons

Renee Simmons
Benson & Hedges
Privileges Club

P.S. I'd like to remind you that you can
still enter our Travel Sweepstakes! If
you entered before, enter again.

RECEIVED
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Ultra Lights: 6 mg "tar," 0.6 mg nicotine— Lights Box: 10 mg "tar," 0.7 mg nicotine
av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—
100%: 16 mg "tar," 1.0 mg nicotine av. per cigarette. FTC Report Feb. 85

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.